Regional Transportation Authority

Marketing 1984+

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MARKETING 1984+++

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CHAPTER I

GOALS

GOALS

The Regional Transportation Authority, as a public service organization, demands a marketing approach that is dependent upon several strong elements:

1. Media
2. Marketing
3. Advertising
4. Public Affairs.

All of the elements must work together in order to produce the targeted objectives of increased ridership and positive consumer acceptance.

The RTA, like all transportation agencies within the industry, must continue to foster and support strong and trusting relationships with all of its varied publics. The only means the Agency has of producing this relationship is the use of every marketing and community relations tool available. This goal, however, is dependent upon funding. Much has been done without, much more may be done with it.

Increase ridership.

A primary thrust of Marketing 1984+++ will be aimed at non-riders, those people who use their automobiles to get to work sites and leisure activities. A staggering number of commuters (in autos) do not understand the availability of service nor the fixed and variable costs of driving as opposed to individual cost per person of public transportation.

Current statistics have shown an upswing in the economic conditions, with more persons working than in former years. Many former riders had stopped using public transportation because of job loss. A special effort will be made to attract these former riders back to commuter rail and bus services. The rail and bus riders who stopped using public

transit because of increased fares and cuts in service will be made aware of the decreasing costs of rail ridership and increased bus and rail service.

Inform the public on a timely basis.

As service is restructured, costs adjusted, schedules changed, etc., it will be necessary to let the public in on what is happening and our short and long term aims.

RTA will develop a theme for a campaign, i.e., "We're Traveling in the Right Directions," "The Right Way to Go," or some other slogan, and slant it toward selling our services similar to the 1970 Twin Cities Metropolitan Transit Commission's "We're Getting There" rebuilding theme. With one realistic goal in mind at a time, a campaign will be mounted which will build in intensity or at least keep up a steady momentum.

A vigorous program of dissemination of information will be continued. The development and printing of new information and graphic aids is an ongoing service to the general public, keeping them up to date re the latest schedules, policies, new services. A campaign of strong public relations is a necessary component of this marketing communications plan.

Expand and intensify community relations.

The Area Relations Department of the Consumer Services Division will continue to augment relationships with the communities served by the RTA. The Department will promote RTA services, programs and policies, while seeking input from the communities served.

The communities served by RTA public transportation realize the benefits of the Area Relations Department's main activities; acting as a liaison between the public, elected officials (local, state and federal) and the RTA for the purposes of:

** Troubleshooting for potential transportation problems that may affect the consumer.

** Educating the consumer to the importance of public transportation from a standpoint of cost-effectiveness as well as health and safety.

** Effectively informing the consumer of the availability of bus, rail and paratransit services.

** Meeting regularly with mass transit districts, city and village planners and organizations, throughout the six-county area, whose primary purpose is geared toward insuring that all possible opportunities are available to enhance the freedom of mobility for the elderly and handicapped through public transportation.

** Continue to promote the availability of new equipment to make the public aware of the technological advancement in modern bus, rail, and paratransit services.

** Continue to be available to elected officials and the general public; to listen to their transportation needs and desires. Without this one-on-one contact, no promotion (advertising, surveys, or media events) would be as effective. Personal contact cannot be replaced as the Number One motivator.

CHAPTER II

INTER-ORGANIZATIONAL COOPERATION

INTER-ORGANIZATIONAL COOPERATION

Developing good relationships with other organizations (public or private) that benefit either directly or indirectly from good public transportation is an important objective of the marketing strategy. New ways of "getting the message out" will be established by using the resources of other organizations. (See following page)

Organizations that have been or will be contacted are:

1. Other governmental bodies
2. Chambers of Commerce
3. Manufacturers Associations
4. Downtown Development Councils
5. Retail stores
6. Shopping Malls

A perfect example of this cooperation is the Authority's relationship with the Illinois Department of Commerce and Community Affairs and the Offices of Tourism and Economic Development (See Exhibit 1).

Initial contact was made by the Planning Office and subsequently meetings were held which included representatives from the Community Services Division (Area Relations). It was agreed that any brochures, pamphlets, etc. (see example) that pertained to the Northeastern section of Illinois include information about the RTA no matter how little information or how much was pertinent. It was also agreed that the graphics would be done at the RTA, holding costs down. Example 1 is to be used by Department of Commerce & Community Affairs as a handout to prospective businesses who wish to locate in the Chicago area. (It is felt that by evidencing a good public transportation system, it becomes another plus factor for the area).

Illinois

Regional Transportation Authority

Public transit is a critical element in the continuing economic development of Illinois and in particular the six counties that constitute its northeastern Illinois region. These are the counties of Cook, DuPage, Kane, Lake, McHenry and Will.

Without transit services, costs of commuting for both the public and business community would escalate. The Regional Transportation Authority (RTA), was authorized by Illinois legislation to provide public transit services in the six county northeastern Illinois region. It accomplishes its mission through the operation of a well integrated public transit system. Transit services are provided by 7 commuter railroads, 22 suburban bus carriers, the Chicago Transit Authority's (CTA) bus and rapid rail lines, and numerous para-transit and dial-a-ride services, all operating under the auspices of RTA either by contract, through subsidy agreements, or directly by the agency. Collectively, this system services 60 million passengers per month.

The Employment Link

An important RTA goal is to facilitate home to work trips for the region's residents. This is accomplished by daily on-time service linking residential areas with employment centers and other major facilities. Well maintained bi-level commuter railroad cars carry an average of 4.9 million passengers per month in clean, air conditioned comfort. Buses carry an average of 2 million riders per month on fixed and feeder routes in the suburban areas of the region. The CTA carries over 53 million passengers per month in high speed rail vehicles and modern buses within the City of Chicago and adjacent Cook County communities. RTA offers a wide variety of services to accommodate the differing needs of the business community.

Business and Public Transit

Why is the business community interested in public transit? Recent surveys of the relationship between business and its employees have shown that the cost of commuting has become a hidden cost of doing business for many employers. Businesses are experiencing a number of problems relating to employee work trips. Excessive demands

EXHIBIT 1

[illegible] traffic delay, wear on the car, to work and personnel problems ranging from tardiness and absenteeism to high turnover and low morale. Once congestion sets in, the business community, where the automobile is the predominant mode of travel to work, becomes unattractive. Businesses utilizing RTA services have experienced decreased parking demand and increased employee punctuality, attendance and morale.

Business Services

In order to minimize the cost and other problems RTA can provide transit programs that can help businesses avoid regular, operational problems or longer range location and expansion considerations. Available services designed to support the business climate of northeastern Illinois RTA planning objectives are to maintain a safe, reliable transportation system and to maintain a continuous cycle of service, system renewal and rolling stock replacement. Since 1983, over $2.1 billion dollars have been invested in system improvement.

Recently, RTA initiated a Station Area Development program to encourage local communities, planners, developers and residents in the development of land adjacent to a transit station. The objective of this program is the promotion of a development atmosphere where office facilities, financing, transit services and building permitting stimulate the business community. Often these sites are located at the intersection of a transit line with one of the region's expressways, thus providing development sites rich in transportation services for freight rail, truck and commuter service.

While public transit is an important means of employee commuting, many employers do not take advantage of public transportation opportunities in their location decision or daily business activities. Some lack accurate information concerning existing services while other employers see transit for their workforce as an expense. RTA is prepared to assist businesses in their site location process and to develop programs to encourage greater use of public transit by their employees. Assistance provided to date has ranged from the preparation of schedules to permitting companies to sell monthly transit passes to employees as a direct personnel benefit. Other programs include ride sharing which cuts employee commuting cost by increasing the utilization of private vehicles and van pooling in vehicles that can carry up to 15 employees.

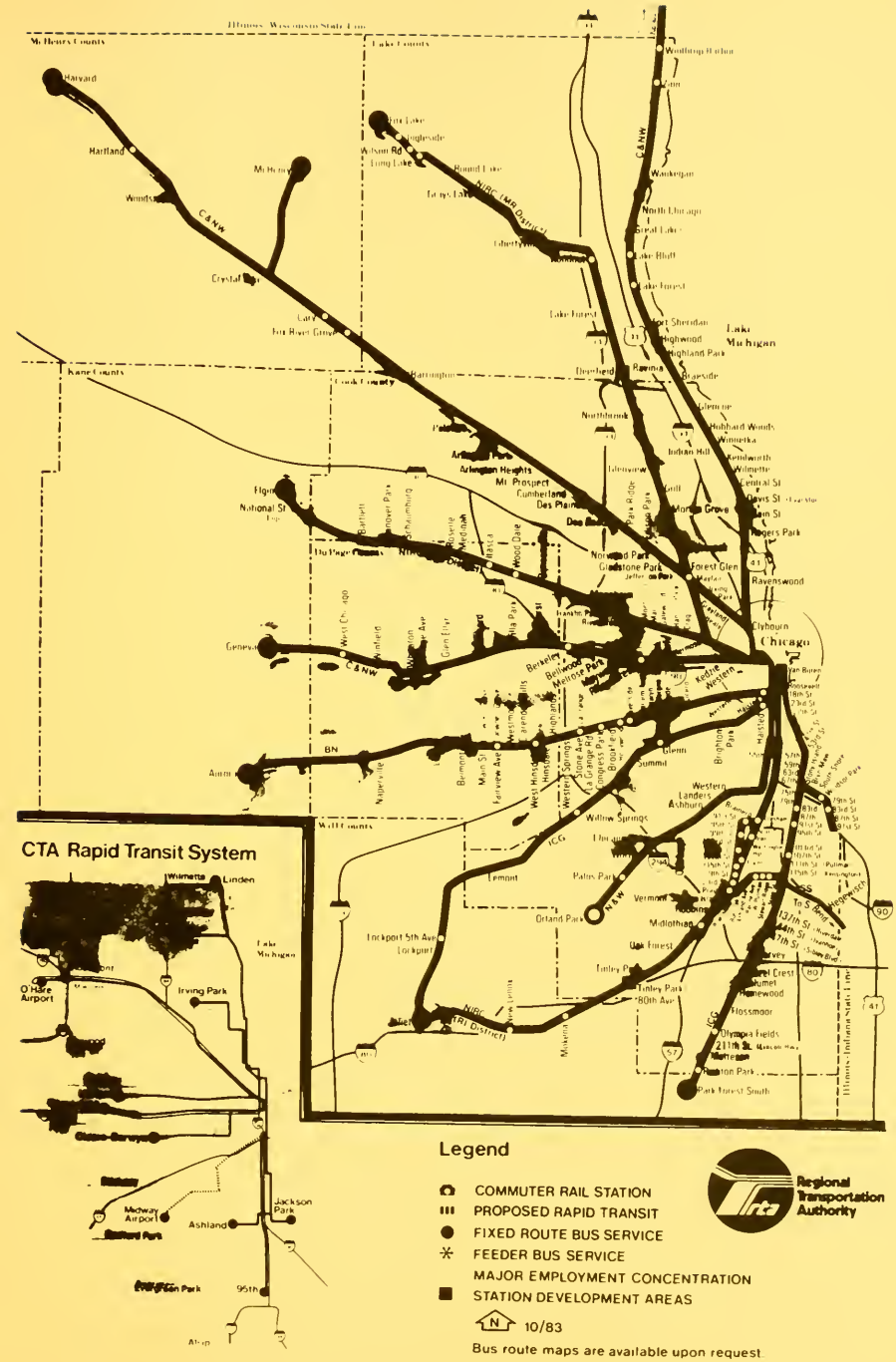
Transit Benefits

Why would a business locate or expand at a site served by RTA? To summarize the benefits to businesses can be:

- improved employee morale and productivity
- reduced employee absenteeism and tardiness
- improved competitive position in the labor market by expanding recruitment areas and reducing turnover
- increased opportunities to use company funds and land for profitable and productive activities, rather than for parking and
- reduced potential for traffic congestion, air pollution and parking shortages.

Assistance to Business

RTA is prepared to work with businesses and to address employer requirements. RTA in cooperation with the State of Illinois, Department of Commerce and Community Affairs (DCCA) will assign a staff representative to assist your business in its strategic planning. DCCA will forward your request for assistance to RTA. Assistance in site evaluation as it relates to transit service availability and in addressing special transit service needs will be provided in a flexible and timely manner.


CTA Rapid Transit System
Legend
COMMUTER RAIL STATION
PROPOSED RAPID TRANSIT
FIXED ROUTE BUS SERVICE
FEEDER BUS SERVICE
MAJOR EMPLOYMENT CONCENTRATION
STATION DEVELOPMENT AREAS
10/83
Bus route maps are available upon request
Regional Transportation Authority
Lake Michigan
Chicago

CHAPTER III

(A) HISTORY OF RIDERSHIP 1978-1982

(B) HISTORY OF RTA ADVERTISING/ MARKETING

(C) INFORMATIONAL/ADVERTISING HIGHLIGHTS - PRIOR

(D) ADVERTISING AND MARKETING BUDGET COMPARISONS

(A) HISTORY OF RIDERSHIP 1978-1982

According to figures supplied by the RTA Budget Office and correlated from consumer monthly reports, suburban bus and commuter rail ridership declined substantially since 1980. In 1980, the numbers of unlinked passenger trips were the highest within the five-year span of figures, 1978 to 1982. By the end of 1981 the numbers of unlinked passenger bus trips had declined by 30 percent. All carriers and modes of travel were involved in the decline. CTA lost approximately 14 percent of its ridership and commuter rail was down approximately 27 percent. Paratransit ridership was the only mode of transportation increasing its numbers of passengers trips.

There were many factors involved in the loss of ridership. There was a general decline in the economic conditions within the region. The loss of jobs caused a loss in ridership. In 1981, RTA's financial problems resulted in drastic service reductions throughout the region. Many bus companies were closed down for months; a few began to provide limited service after a few weeks. When the carriers again began to run buses on their routes, the service was greatly reduced, resulting in a loss of ridership. Another factor in the 30 percent reduction in bus ridership was a fare hike. That year, bus fares were raised from 80 to 90 cents. By the end of 1981 the figures showed a staggering ridership attrition rate. The figures have stayed down with very small variations.

Numerous variables, including the 1981 commuter rail fare surcharges and decreased scheduling contributed to the approximately 27 percent attrition rate of the commuter railroads. A surcharge of 30 percent was imposed upon commuter rail fares, and every railroad experienced reductions in service.

Job changes, residency changes, etc., added small amounts into the 27 percent attrition rate. The following market study was conducted to determine the variable of the attrition and what would attract former riders back to commuter rail.

The sample consisted of nearly 1,000 former commuters taken from 1980 and 1983 ticket-by-mail lists of various railroads. The preliminary results clearly indicated that:

1. Ridership attrition was caused primarily by higher fares.
2. Eighty-five percent of the former commuters now making their work trips by car consider the auto a cheaper alternative to commuter rail.
3. Fifty-three percent of the sample of former rail commuters would be attracted back to commuter rail by fare reductions.

Many of these findings are equally applicable to bus ridership. Though the latest 12-month consumer information reports indicate a 10.4 percent increase in ridership on suburban bus, it is necessary to bring the levels back and beyond their highest point.

(B) HISTORY OF RTA ADVERTISING/MARKETING

Between the years 1976 and 1979, image or institutional and informational type advertising was used by the RTA. The image ads were used to generate broad knowledge or recognition of the RTA as a public transportation agency and the types of services available (though not specific as to location). This advertising was implemented primarily through television and radio.

The budget for image exposure was terminated at the end of 1979. During 1980 the entire advertising budget was invested in a categorical informational type of advertising which was more specific regarding location and service. Local areas were targeted for an information campaign. The campaigns consisted primarily of local newspaper advertising supported with collateral materials, maps, timetables and exhibits placed in town halls, libraries, schools, and shopping centers, etc.

Budgets for media purchases, outside creative, or outside printing assistance have not been available since the financial crisis of FY 1981 when fares and services were restructured. During 1981, 1982 and 1983 ridership decreased.* Marketing efforts to promote ridership were implemented through press releases (free newspaper exposure), flyers, posters and brochures, reaching limited target audiences with minimal follow-up capabilities. Currently, all creative work, material production and printing are done in-house.

Before 1980 the RTA did not have an organized marketing research program. Marketing research regarding bus routes was done by a combined unit of Marketing and planning. In 1980, James and Thomas, an outside

*See Advertising & Budget Comparison Chart, Page 16

marketing consultant firm, did an attitude and awareness study to determine the efficacy of the TV, radio and newspaper advertising that had been done over the past years. Using several focus groups, James and Thomas determined that the RTA's image had vastly improved. 1979 and 1980 were peak ridership years in RTA's history. The momentum of the institutional and informational campaigns generated a wide knowledge of the RTA and its services.

The study also determined that it was not necessary to produce expensive timetables in two, three and four colors. The focus groups felt that a simple timetable format which did not have anything but basic timetable information (schedule and map) was all that was needed. Prior to that time the art and layout had been provided by the RTA staff, but the typesetting and printing were done on the outside.

Currently RTA reproduces 95% of all printed materials in-house. A small typesetting budget is available for special projects.

(C) Informational/Advertising Highlights - Prior

1977 - Approximate Budget $1,861,000

Campaign	Agency	Media
New bus routes	Weber, Cohn & Riley (WCR)	Newspaper
Rail Guide Brochure and Rail Promotion	WCR	Brochure and Newspaper
Bears Game Broadcast	Co-Sponsor RTA/WBBM	Radio
Universal Transfer	Nader-Lief	TV-Newspaper

1978 - Approximate Budget $1,896,000

Spring and Summer Commuter Program	Nader-Lief	Newspaper-Radio
Suburban Bus Advertising	WCR	Newspaper
Bears Game Broadcast	Co-Sponsor RTA/WBBM	Radio

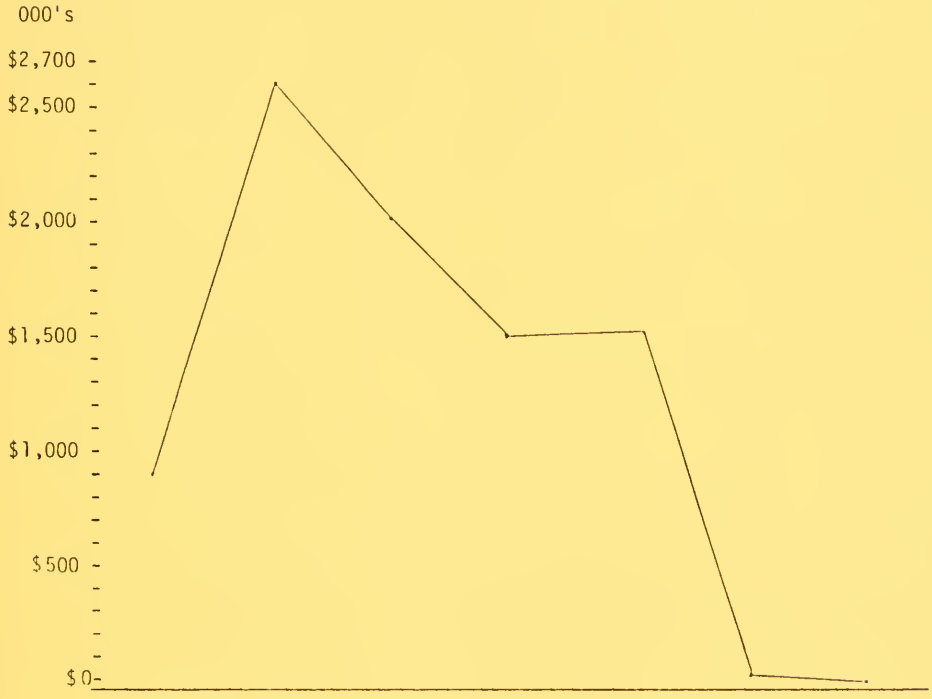
1979 - Approximate Budget $1,541,000

"I Get Around" Theme License	Irving Music, Inc.	TV-Radio
"Bad Weather" Campaign	James and Thomas	Radio
Special Event Information	Nader-Carleton-Perrin	Radio
Suburban	WCR	Newspaper

1980 - Approximate Budget $1,541,000

Ridership Information-Bus	WCR	Newspaper
Buster Bird Transit Educational Promotion	Weber Lithograph	
Prepaid Ticket Ridership Information Program (Terminated Before Completed)	Nader-Carlton-Perrin	Newspaper-Radio

(D) ADVERTISING & MARKETING BUDGET COMPARISONS FY 76 THRU FY 82



	1976	1977	1978	1979	1980	1981	1982
ANNUAL RIDERSHIP (Expressed in Millions)	68.7	70.1	73.7	80.8	83.5	71.9	61.8

CHAPTER IV

(A) MARKETING RESEARCH

(B) TARGET AUDIENCES

MARKETING RESEARCH

It is necessary and important that a marketing research program be instituted before some implementation of marketing communication strategies in order not to waste efforts and funds. The RTA needs to discover exactly what the public wants and needs to know of the availability of service and to establish the public's view of the current service. This information is important to help the RTA project future marketing strategies and plan the development of future service.

The Marketing Department has been cooperating with the Planning Department, Bus Division and Program Development, researching existing and prospective bus routes. The Planning Department is involved with demographics and long range planning programs; the Bus Division researches existing and prospective bus routes and deals with problems of the routes and low ridership. Program Development defines the project requirements in five-year segments. The projects include the level of investment necessary for commuter rail, rapid transit and bus systems and are derived from requests submitted by transit operators, community groups, elected officials and various RTA Departments. All data is shared between the departments.

To acquire the necessary data, the Marketing Department and cooperating departments will design and implement the distribution of surveys. The surveys will be distributed throughout the region asking the types of questions which will provide the Marketing, Area Relations and Planning Departments with needed information.

RTA should know if the people surveyed know where to obtain timetables and schedules. How they travel to their jobs. Where they travel daily. Whether or not there is bus or rail service nearby. Do they use such service? Would they use the buses if they knew more

about the service? Do they use the trains? For what purposes? Do they understand the real cost of traveling by automobile to work sites? Have they heard about the RTA's vanpooling program, services for senior citizens, the handicapped, etc.? Would they purchase monthly tickets by mail if they had applications? Do they know they could purchase monthly bus tickets by mail?

An important concomitant of such a program will be the studies and surveys made after the marketing communications, community relations, and program development strategies were implemented. On a timely basis, evaluative studies would provide the primary data which will allow the RTA to analyze the efficacy of the marketing and advertising strategies.

The studies are the first and intermediate steps in the ongoing process of marketing the RTA. The first step, the pre-implementation studies, tells us what the needs are "out there." The intermediate step provides the information which tells the RTA how much the strategies have motivated the consumer to change his/her behavior to include the use of public transportation in their life scenarios.

All of the surveys will enable the RTA to achieve the greatest results with marketing strategies because the aims will be toward realistic target areas using specific tools to achieve specific ends.

TARGET AUDIENCES

The target audiences are former rail and bus patrons now making work trips by automobile, and potential new riders making their work trips by automobile.

It is suggested that implementing marketing and advertising strategies will increase bus and rail ridership. Strategies will be targeted to audiences driving to job sites during morning peak hours, 6:00 a.m. to 9:00 a.m., and evening peak hours, 3:30 p.m. to 6:30 p.m.

The former rail user study identifies our market (for above-mentioned audience) as middle and upper middle class Americans who are generally office/clerical or professional persons, ages 25 to 64.

Many of the strategies will be targeted to occasional bus and rail riders and current riders who need to know more about the services available throughout the regional area and, more specifically, the services available to them near their homes and work sites.

RTA needs also to reach those riders who commute to the suburbs by automobile, occasional off peak hour riders and potential users of para-transit service.

Senior citizens and handicapped persons should be made aware of the services available to them.

The business community should also be involved in marketing strategies for the purpose of providing information and aid to their employees regarding public transportation.

CHAPTER V

STRATEGY PLANNING

STRATEGY PLANNING

In planning for bus and rail marketing, the strategies may seem much the same. However, the two modes require some different approaches. Commuter rail lines cut across many suburbs but they can be marketed the same way to all the suburbs. Bus marketing requires a more intensive community relations program than does rail. Each small community may need a separate and intensive campaign of its own. Many have their own bus systems, which must be considered when making marketing communication decisions. Local politics often have a bearing on the choice of routes and services. Liaisons between the officials and the RTA are most important in these cases. Intra-suburban transportation systems have their own marketing problems as do county-wide systems.

The Marketing 1984+++ encompasses these divergent ideas within the plan itself.

Three different types of marketing strategies are suggested in the following long range outlines. Image or institutional marketing and informational marketing communication are the fulcrum necessary to produce and sustain long term campaigns. The first type generates symbol recognition, the RTA as a public transportation agency with services available, and the second a reinforcement with specific information. Last, marketing studies are necessary as evaluation tools to determine the degree of success of the advertising campaigns.

One aim of the RTA's 1984+++ Marketing program is to lure commuters out of their automobiles and onto commuter trains and buses for their work trips and leisure time traveling. Another is to provide information regarding public transportation services to all areas and persons within the RTA region.

Although a campaign is not necessarily predicated on the restructuring of the rail and/or bus network, the alterations can be used as a good motivating factor for potential riders who have heretofore objected to empty buses on the streets, inadequate service, etc.

As of February 1, 1984, the rail division of the RTA will lower commuter rail fares by 10 percent and additional service will be implemented by increasing the numbers of evening trains, weekend service and off peak service.

It is highly probable that the bus network will be restructured within the near future. These efforts to make ridership more accessible to greater numbers of consumers alone will bring riders to public transportation. However, it is important that as many persons as possible throughout the region have a more than just cursory knowledge about the RTA. It is important that they know exactly what services are available to them, the cost in comparison to what they now spend for transportation, and the impact that public transportation may have on their lives.

The public should be privy to all steps taken by the RTA. If the RTA reduces or implements more service, adds new buses, spends capital dollars, provides new service for senior citizens or spends funds on paratransit service for the handicapped, they should know it is their service, paid for with their money, and sensitive to their needs. The RTA should foster a realistic awareness of what is going on and what can be expected to result from the changes.

Additionally, all departments of the RTA should be privy to all steps taken by the RTA. It will take more than one department to implement a really large program of dissemination of information. Every

department will contribute the kinds of information which will be funneled to the general public by the personnel of the Consumer Services Division.

Finally, all marketing strategies regarding bus operations should be structured with regard to all carriers including the CTA. It would be advisable that the RTA handle all promotional marketing communications for the CTA, a strategy that nas not been used up to now.

RTA will be taking a more aggressive posture with regard to marketing communications. The Authority has a well developed community relations program and has risen, within the membership of American Public Transit Association (APTA), to a major position in system map and timetable development, and in the area of consumer information generally.

CTA has not, in the past years since cutting the marketing department out of their budget, taken a new and positive position in marketing communications.

It is important at this time, when many activities of both agencies are requiring intense cooperation, for the agencies to act in concert to provide information to the general public regarding the new services. For example, the new Link-Up ticket.

CHAPTER VI

TRANSIT MAP

TRANSIT MAP

As part of the Marketing Plan, RTA will produce a new Transit Map. This map will not be as elaborate as the old RTA map nor will it be as colorful. It will, however, be region-wide, show more streets, both in city and suburbs, and be styled to appeal to tourists as well as local commuters. It is anticipated that the format will be a road map style which can be folded. There may be an extra top fold suitable for commercial ads.

Because of the state of the art today, it will be a computerized graphics map that will start with a new base and will be much easier to update quickly in the future. Previously, using then current cartographic methods, it could take three to four months to update a map, but now, graphics done by computer can be finished in a couple of weeks. There will not be any revolutionary design changes to the map because of its being designed by computer, but it will be easier to lay out and print and, therefore, much less expensive to produce and update.

RTA will enter into competitive bidding for the production of the map. This would be a joint venture between the RTA and the publisher, who would absorb some of the cost in putting the map together. They would furnish all details of roads, streets, intersections, churches, hospitals, etc., with the RTA supplying all bus route and rail line information. Estimated time to produce and print is four to five months.

RTA expects to sell the map to the general public. The staff recommends that a transit advertising agency be used to develop potential accounts and do the active selling of ad space on the map. A potential revenue may be realized through this type of venture, based on a market potential of a half million sales, which could be between $10,000-$30,000 annually.

The initial revenue from the sales of the map and the ad space would cover most costs (but not all) and the second annual printing could realize a potential profit for RTA. As an example of sales numbers and profit realization, we can cite the 50,000-100,000 maps we previously gave Baird and Warner Realtors every year to distribute as they chose. Other avenues of distribution and sales outlets will be determined to maximize revenue potentials.

CHAPTER VII

(A) COMMUTER RAIL MARKETING

(B) BUS MARKETING

(C) ONGOING MARKETING COMMUNICATIONS STRATEGIES

(A) COMMUTER RAIL MARKETING

While the long range, continuing aim of the Commuter Rail Marketing Program is to attract new riders as well as bring back former riders, it would be nonsensical to expect to accomplish this within a few months or even a few years. However, there are primary objectives that may be attained during a marketing communications and community relations campaign; increasing the awareness of the benefits and savings to be had by using the commuter rail system.

All of the departments of the RTA are interdependent. Each department is involved in some phase of operation, whether it is actual operation of the railroads, overseeing financial matters, providing new equipment, or marketing and community relations, RTA is engaged in projecting the right qualities to appeal to consumers and the communities from which they travel.

A strong community relations program is a collateral development to any marketing program. Area Relations Department has been and will be involved in much of the research and many of the marketing strategies which will be used in the 1984+++ Marketing Plan.

All of the marketing communication strategies should be employed with a definite time limit for the purposes of evaluation. The program can, of course, continue without evaluation but, for more effective marketing communications, it is better to provide surveys which help to determine the effectiveness of strategies and the efficacy of the mediums.

All strategies should be undertaken with reinforcement (the next step) in mind. It requires a long period of time to enlarge a person's perception of alternate means of transportation. This learned response to the stimuli RTA will provide must be reinforced.

The post advertising strategy studies, done for the purposes of evaluation will give the RTA the data it needs to take the next steps.

Each strategy is only so good as the memory it leaves in the mind of the consumer. Therefore, the information provided by the studies will help to plot the step-by-step specific plans for specific ends.

(B) BUS MARKETING - COMMUNICATIONS STRATEGIES

It is unrealistic to assume or project that a bus marketing program would successfully attract thousands of new riders immediately. It is not unrealistic to project an increase in ridership given a dedicated, consistent marketing communications program and a stringent program of evaluation of these strategies.

As previously stated, all departments of the RTA are interdependent, involved in all phases of operations, whether actual operation, budgeting, buying equipment with capital funds, etc., or marketing and community relations. RTA is always engaged in projecting the appropriate qualities to appeal to our regional consumers and their communities.

A community relations program is a strong concomitant to any program of marketing. At the RTA, the Area Relations Department and the Marketing Department are involved in the research as well as the communication strategies which will be used in the 1984+++ Marketing Plan.

Marketing of bus services begins with a different premise than that of rail marketing (in some cases). Some former rail riders may return to commuter rail ticket-by-mail lists with the lowering of fares and the restructuring of service. The same may be true for bus riders, but they did not leave the system in the same numbers.

Marketing studies will provide the information needed regarding the lack of awareness that the general public (as well as riders) has of RTA's services. Studies should include every section of the regional area and ask specific questions which will give the RTA a good analysis of their awareness. Have they ever used schedules? Where do they travel daily? Do they know where to obtain schedules and timetables? How do they travel

to their jobs? Is there a bus or rail service nearby? Have they ever used the service? Would they use buses if they knew more about the service?

All of these and other questions will enable the RTA to achieve the greatest results with a foregoing knowledge of specific needs. Attention paid to the specific needs of the non-users may result, on a long term basis in weaning them away from the use of cars. The response determined at every step by evaluative studies, will aid the RTA in taking the steps needed to reinforce the riders' choices, i.e., $ savings, advertisements, or an ad saying, "The smartest people travel with us," showing an RTA bus or commuter train with well dressed men, women, jean clad people and hard hats.

Each strategy is as good as its result.

SUGGESTED
COMMUNICATION CAMPAIGN STRATEGIES

1. 30-second radio spots, a.m. and p.m. drive time peak hours. The theme can be the inconvenience of driving an automobile through traffic. Pollution is still a problem. We can ask the question, "Have you ever wanted to walk away from your car on a crowded expressway?" In the winter - "The salt on the streets is having a bad effect on your car." "How much does it cost to park your car during the day?"
2. Billboard ads. Drawings of "Take the fast lane," showing a bus riding along easily or a bus outside of a parking lot where high rates are posted.
3. Fare demonstration programs in defined corridors. This program has been implemented with great success and can be expected to be successful. It does tie in with the effort to inform every segment of the region about the bus (and commuter rail) service available. Using the demographic and psychographic research data available will give us target areas at which to aim fare demonstration programs.
4. Marketing and Press personnel have produced two videotapes in conjunction with NICO Cable at the Great Lakes Naval Training Station. The videotape details the RTA services in a particular segment of the region, that which serves the Naval Training Station. NICO agreed to supply the equipment, a crew, the tape and editing time, and we agreed to shoot it in such a way that the businesses along the routes of the buses would be happy to buy advertising time on the cable. Our services will be shown on their sports and movie networks at no cost to RTA.

A concentrated effort will be made to visit all cable operators throughout the region to determine their willingness to cooperate with us in the same way. We will have a demonstration videotape to show them. RTA may also consider the minimal costs of producing videotapes in conjunction with cable operators if they will not cooperate in free production.

5. Vigorous monitoring of locations all over the region where schedules and timetables can be obtained and using local newspapers, banks, libraries to post the locations. Buses should have schedules on them, too.
6. Newspaper and magazine advertising regarding the restructuring of the bus network. Articles (the kind that Mobil Oil Corporation provides) would be appropriate regarding what the RTA is doing and the improvements that have been made.
7. Setting up a speaker's bureau to go to community meetings, businesses, etc., regarding what the RTA is doing and improvements that have been made.
8. Cable television public service news releases.
9. Painting a message on the buses - a slogan, etc.
10. Strong communications:
    a. Continue to cultivate and strengthen relationships with media in the six county regions.
    b. A newsletter (includes RTA and NIRC) so that all departments are aware of all things going on all over the RTA and NIRC.
    c. A general circulation newsletter to all community leaders, used as seat drops, or mailed to ticket-by mail riders, etc.

(C) ONGOING MARKETING COMMUNICATION STRATEGIES

1. The development of a regional map.

2. Develop and distribute a relatively small booklet summarizing "What Every Consumer Ought to Know About the RIA's Services."

   To include areas of services, fares, schedules, transfers, culture bus and trains, paratransit, charter service, etc., and serve as a travel guide to visitors.

3. Special brochures and informative materials to be directed to specific consumer segments - by area, students, seniors, train riders, etc.

4. News releases and newspaper advertising regarding changes of service.

5. Exhibits of capital projects ongoing throughout the region.

6. Sale of the monthly tickets:

   a. Advertise new sale dates on car cards, sides of buses.

   b. Tear-off ticket-by-mail applications on buses.

   c. Early a.m. radio spots.

   d. Posters throughout the region.

   e. Send applications to colleges, corporations, libraries, etc.

   f. CATV public service.

7. Promotion of the $25 link-up tickets.

8. Special seasonal event promotions of service.

9. Culture Guide Promotion. Through colleges, high schools, elementary schools, libraries, churches; included in the booklet "What Every Consumer Ought to Know," etc.

10. School promotion - important to develop youngsters as riders. Autos are becoming too expensive for families to own two or three cars. Young people cannot buy their own autos and parents in the future may not be able to finance their children's cars. Jobs to pay for cars may be difficult to obtain.

11. Shopping Center flyer advertising.

12. Reduced fares to seasonal events/weekends.

EVALUATION

Surveys to determine the efficacy of marketing communication strategies - to determine whether there is more awareness of RTA services than before the strategies were used.

1. The same questions in a pre and post study regarding advertising awareness.
2. Study to determine what marketing strategy caused them to change their behavior.
3. Where they heard about new and/or old services.
4. Do they know where to obtain schedules?
5. Focus groups.

RAIL MARKETING STRATEGIES

1. Creation of 30-second radio spot announcements to be aired during peak a.m. (6:30 to 9:00 a.m.) and p.m. (3:30 to 7:00 p.m.) periods to reach former commuters and potential riders who now drive to work sites.
   a. Regarding lower fares
   b. Additions of service
   c. Costs of driving vs. commuting
   d. Convenience
   e. Leisure activities
   f. Fare demonstration programs
2. Using ticket-by-mail lists of former riders, distribute brochures and applications regarding new and less expensive services. The undecided may respond to an application in the mail.
3. Include a ticket-by-mail application in any newspaper ads for commuter rail service. On a large newspaper ad for lower fares or new service, a ticket-by-mail application is a convenient reminder. It is available and easy to cut or tear out.
4. Fare demonstration programs:
   a. 10-ride ticket promotion (can be promoted via a.m. radio spots, posters, newspapers (major and community). We want to reach people in their automobiles and/or bus riders.
   b. Lower weekend rates.
   c. Family rates.
   d. Off-peak hour rates.
   e. Special fares for special events in season, i.e., Ravinia, State fairs, Home Free ride program at Christmas for shoppers.

5. Cable television involvement.

   a. Public service announcements to be aired on community channels.

   b. Production of 30 and 60-second spot commercials which could be shown on sports and movie channels. The spots would be done in cooperation with the cable operator at no or low cost to the RTA. There may also be a cost to air them. (The RTA in conjunction with NICO Cable at Great Lakes produced a videotape which will be shown at no cost to RTA. However, it was written in such a way that NICO could sell advertising to merchants along the routes.)

6. Billboard advertising or new rates, services, with mention of convenience (or a slogan which the RTA should develop and use on each communications piece).

7. Promotions for dedications of new and/or additional service, new garages, new equipment, etc.

8. Newspaper articles (free).

9. Advertising of new service schedules in the newspapers. One half page, one quarter page should include small ticket-by-mail application. Major newspapers could carry the ad, but if RTA has information regarding the effectiveness of a particular suburban newspaper, that paper should carry the message for that area.

10. Brochures and flyers displaying news, costs, and restructured services distributed via seat drops, handouts, to businesses in the region, colleges, shopping centers, etc.

11. Wider distribution locations should be set up throughout the region where an entire selection of schedules would be available. It is true that the sites would require servicing, but it is important that the public has access to schedules and timetables.

12. Train stations should continue to carry schedules (including bus schedules for those routes connecting to the line).
13. Each commuter car should carry feeder and other bus schedules for those routes connected to the line.

EVALUATION

It is important to determine the efficacy and accuracy of a particular marketing strategy. The evaluation surveys do not necessarily have to be major marketing research, but it is important that some research be done to show that the strategy and mediums used have been effective. In that way, any projects, strategies, or mediums can be dropped if proven ineffective.

1. Questionnaire to new ticket-by-mail riders.
   a. Why have they begun to take the train. Lower fares? New service?
   b. Where did they get an application for ticket-by-mail?
2. How did riders hear about the new service or prices?
   a. Radio
   b. Newspapers
   c. Word of mouth
   d. Cable television.
3. Convenience sampling of short term projects, i.e., Home Free Program survey done on the spot as program is ongoing. There should be enough time elapsed so that riders may have ridden more than one time.
4. Benchmark studies - to determine the effectiveness of the communication medium used.

a. Do respondents remember ads?

b. Which medium do they remember?

c. How they responded to the ads.

5. Special markets study - an opportunity study implemented to evaluate markets for renting trains (weekend or other) to groups for special trips to regional events, i.e., Chicago Fest, fund-raising activities.

6. With the lowering of commuter rail fares and the restructuring of service, it sill be necessary to determine whether there will have to be a restructuring of the feeder bus routes which serve the various stations on the lines. It may be necessary to instigate new routes or change former routing. Surveys would help to determine the necessity of adding or deleting service.

CHAPTER VIII

A SURVEY OF TRANSPORTATION MARKETING NATIONALLY

A SURVEY OF TRANSPORTATION MARKETING NATIONALLY

A Transit District survey of marketing, promotional and advertising budgets shows that most of the 12 larger agencies contacted allocate a substantial amount of dollars to such budgets although they are not handled in the same way by each agency. Only the agencies supplying 1983 or 1984 budget figures are commented on in depth.

Toronto Transit District has changed their fiscal year to coincide with the calendar year, January through December. In their current fiscal year budget, 1984, they have alloted slightly over 2 million dollars for marketing and advertising. This includes brochures, media, displays, maps and marketing research.

Of the $2 million dollars, $1 million is allocated for major media, as follows:

Prime time TV	65%
Radio	15-20%
Print	15-20%

The thrust of their campaign is the economy of public transportation versus the car. Almost 80% of their message is directed to the off-peak market. All advertising campaigns are handled by outside advertising agencies.

The remaining $1 million dollars is spread over a variety of projects such as the previously mentioned brochures, maps and displays. They are currently designing several elaborate brochures as follows. "Exciting Toronto," "Variable Work Hours," and various tourist brochures. Approximately $200,000 is allocated for marketing research which will be contracted outside the agency. Current areas of interest are off-peak market segmentation, tourist and convention, and attitudinal. As of this point in time, $50,000 of the $2000,000 has been allocated to the

attitudinal study.

This is the fifth year in Toronto of record ridership, and it is the feeling of the Toronto Transit Commission that to keep the ridership, they must spend this type of money. The actual budget for the entire marketing department including personnel is almost $5 million dollars for FY 84. This, however, includes the Travel Information Center which ranges from $2 million to $3 million dollars. Total staff in the Marketing Department is 93 persons of whom 35 are attached to the Travel Information Center, and the remaining 58 are involved in the marketing program.

Los Angeles (Southern California Transit District). Their combined marketing, promotional and advertising budget ranges from $150,000 to $800,000. In 1983, the range was $150,000 to $175,000, a reduction from the previous budget of $800,000 because of legislation that enacted an across-the-board fare reduction to 50 cents. This legislation is due to expire sometime in 1984 when the fares will return to their previous levels, and the budget will return to the $800,000 level. Most of the present $150,000 to $175,000 budget is used to open new transit offices throughout the service area and small amounts are used as needed to announce service changes in the major urban newspapers. No electronic media are used. Approximately $80,000 of the budget has been allocated for the promotional marketing of their tickets and passes.

Philadelphia (Southeastern Pennsylvania Transit District) has a total marketing and promotional budget of $568,000, of which $250,000 is for radio and television. The sume of $300,000 is spent annually on time-tables, most of which are done in-house. The Marketing Department controls the timetable production, but the $300,000 is separate from the $568,000 budget.

Seattle Transit District has a total marketing, promotional, and advertising budget of $2 million of which $800,000 is used for radio and TV which was contracted to an outside agency. Another $185,000 was allocated for marketing, promotion, and printing of brochures, etc., with outside agencies doing the copywriting and design mechanics and the printing done in-house. Timetable production falls outside the realm of the Marketing Department and in fact, other divisions do some marketing independently of the Marketing Department. At the same time, in any potential promotional project, the media cost may be charged to one department while the production cost may be charged to another department.

In spite of a somewhat chaotic marketing plan in the agency, it is noteworthy to see a substantial increase in the new fiscal year's budget of $370,000 for "professional services," etc., and $268,000 for marketing, promotion and printing, a total increase of $223,000.

Atlanta (Metropolitan Atlanta Rapid Transit Authority) has a fiscal year that runs from July to July, and they are currently into FY 84. The marketing budget which covers advertising, maps, brochures, and associated productions is $507,000, down from $800,000 the previous year). The reason for the decrease is that the cost of timetable production of approximately $300,000 has shifted to another division and is included in that division's budget although the total responsibility for design and control still remains with Marketing. The reason for shifting of this line item is that previously their timetables were a combination of printing, mostly in-house, and partly outside the agency by professional printers. They have had a problem and the total function has not been shifted to outside printers.

New York (Metropolitan Transit Authority of New York) did not have a marketing department up until four or five months ago. This newly

created department has two different budgets, divided as follows:

1. $230,000 which is allocated for "professional services, advertising agencies, and their map." (Outside marketing falls under "professional services," and their transit map is contracted to an outside agency which produces the map in its entirety.)

2. The second part of the New York budget is $185,000 for promotion, marketing, and printing. Into this category falls production and creation of brochures and other materials by outside agencies which produce camera-ready artwork and return it to the transit agency for in-house printing.

Timetable production falls outside the realm of the new Marketing Department. In addition, each division does some advertising and marketing on its own. For example, the Planning Department does some marketing independently of the Marketing Department and some marketing in conjunction with the Marketing Department. On any potential promotional project, the cost of the media may be charged to one department while the cost of production may be charged to another department. Over and above the two budget items detailed above, advertising dollars are traded.

Finally, the above-mentioned two budgets for the Marketing Department were for FY 83 which for the New York Transit Authority is January to December. For the new fiscal year, FY 84, the following amounts were tentatively budgeted:

1.	Professional services	$370,000
2.	Promotional, marketing, and printing	$268,000

Both of the above categories represent substantial increases in budget.

Of the 12 agencies contacted, only 10 had current data available. San Francisco had only 1982 data available and Boston could furnish only 1981 data. The remaining 10 agencies are listed below showing their marketing/advertising and range or total budgets:

Toronto (2)	$2,000,000*
Seattle (2)	2,000,000
Detroit (2)	125,000
Chicago (CTA) (2)	120,000
Atlanta (2)	507,000
Los Angeles (2)	150,000-800,000
New York (1 & 2)	638,000
Philadelphia (2)	125,000
Pittsburgh (2)	125,000
St. Louis (2)	113,000

*Excludes $2-$3 million dollars allocated for Travel Information Center

(1) 1983 Total Marketing Budget

(2) 1984 Total Marketing Budget

CHAPTER IX

BUDGET RECOMMENDATIONS - MARKETING

BUDGET RECOMMENDATIONS - MARKETING

The figures given below are for three different intensities of radio and newspaper coverage, minimal, medial, and maximal.

A minimal budget would sparsely cover a general ridership campaign and possibly one special program campaign. Our message may reach our target audience at a 1-2 average frequency. (Target audience frequency is the average number of times each person of the targeted audience is reached with the message.)

A median budget would give RTA a 3-4 target audience frequency for a general ridership campaign and two special programs.

The maximum budget would allow for specific campaigns for both bus and rail including special program campaigns with a target audience frequency of 4-6.

MINUMUM ANNUAL RADIO BUDGET	$ 75,000 - $ 100,000
MEDIAN ANNUAL RADIO BUDGET	$300,000 - $ 600,000
MAXIMUM ANNUAL RADIO BUDGET	$700,000 - $1,000,000

The budgets above include the creative and production costs, most of which can easily be done in-house.

General regional related messages require that the RTA advertise in one of Chicago's major newspapers with the possibility of some support advertising placed in sub-regional papers.

MINIMUM ANNUAL NEWSPAPER BUDGET	$ 25,000 - $ 50,000
MEDIAN ANNUAL NEWSPAPER BUDGET	$ 100,000 - $ 200,000
MAXIMUM ANNUAL NEWSPAPER BUDGET	$300,000 - $ 500,000

Our recommendation is for a total marketing media plan program.

TOTAL MEDIA PLAN PROGRAM BUDGETS:

	MINIMUM	MEDIAN	MAXIMUM
RADIO	$75,000-$100,000	$300,000-$600,000	$ 700,000-$1,000,000
NEWSPAPERS	$25,000-$ 50,000	$100,000-$200,000	$1,000,000-$1,500,000
TOTAL	$100,000-$1,050,000	$400,000-$800,000	$1,000,000-$1,500,000

Our past experience over the past few years has demonstrated that we need a commitment for a strong advertising program to compliment our efforts in-house. While the program recommended may seem high, anything less than a major commitment would measurably dilute its effectiveness.

CHAPTER X

HIGHLIGHTS OF FUTURE PROMOTIONS

EXHIBIT 2 - COSTS BASED ON 1-WAY FARES

HIGHLIGHTS OF FUTURE PROMOTIONS

The efforts made by the RTA to promote the advantages and benefits gained by the use of bus and commuter rail transportation must be shared between the Press and the Consumer Services Division. The developing programs will create an image of RTA transportation as a viable, clean, inexpensive way to travel. The RTA intends to show the suburbanite (as well as city dweller) the advantages to be gained by using commuter rails and buses to travel to the central business district of Chicago, as well as using public transport to go from suburb to suburb or intra-suburb.

RTA intends to show that commuting by rail and bus is much more relaxing and less frustrating. It is also a way to use traveling time profitably. For instance, a business man or executive can use this time to review an early morning sales presentation, or keep up with the latest news. The college student may review reading materials or notes. The senior citizen or homemaker, whether riding during peak or off peak hours, can read or relax and enjoy the ride in a clean, modern, safe, heated and air-conditioned train car or bus. The passenger is not faced with interstate traffic jams and a polluted environment. Nor is the passenger faced with dangerous driving conditions brought about by inclement weather.

It will be necessary to provide consistent information to the public about the benefits to be had by using public transportation as well as the amenities which may be expected by each commuter..

* New passenger cars and buses.
* New locomoties.
* Arrangement to lease Amtrak Cars.
* Extension of Illinois Central Gulf Line

* Roadbed improvements.

* New bus routes to service 76 percent of all suburban stations.

* Standardization of the fare structure.

* Universal transfer permitting bus-to-train-to-bus travel.

These are just a few of the amenities and improvements to the bus and rail transportation system that have been well-received by the taxpaying public and commuters.

A large part of the promotional energy will be spent to attract former riders back to commuter bus and rail ridership. Promotions developing the theme of energy and cost consciousness as well as the other advantages will be stressed.

It is interesting to note that a fully loaded train uses 97.9 percent less energy per person than a single passenger automobile. Other statistics reveal that each and every train rider removes an automobile and adds 50 feet of space on our streets and interstate expressways.

The Chicago Police Department attests to the high rate of traffic fatalities during peak hour periods (6:00 a.m.-9:00 a.m. and 3:00 p.m.-7:00 p.m.) daily.

The obvious and primary objective to increased awareness of commuter rail travel is, of course, Savings vs. Driving. Statistics prove that in most cases commuting by train drastically cuts travel expenses for the average passenger. From information received from the American Automobile Association, the average cost of operating an automobile in the State of Illinois is 23.9 cents per mile. These statistics are based upon the use of a 1983 (4-cylinder) Chevette, (6-cylinder) Malibu and (6-cylinder) Impala. These cars were driven 15,000 miles per year. The figures take into account the costs of gas, oil, maintenance, tires, insurance, taxes, depreciation, parking,

license and financing of the automobile.

The examples in Exhibit 2 demonstrate that commuting by rail saves a considerable amount of income $$$$.

In the past the lack of dollar support to add to the Area Relations community programs has hampered the effectiveness of the programs. The lack of funds prevented the RTA from advertising in the local newspapers and required shelving fare demonstration programs which would have provided new or non-riders with a positive feeling about the service and a basis for diaglogue with the communities.

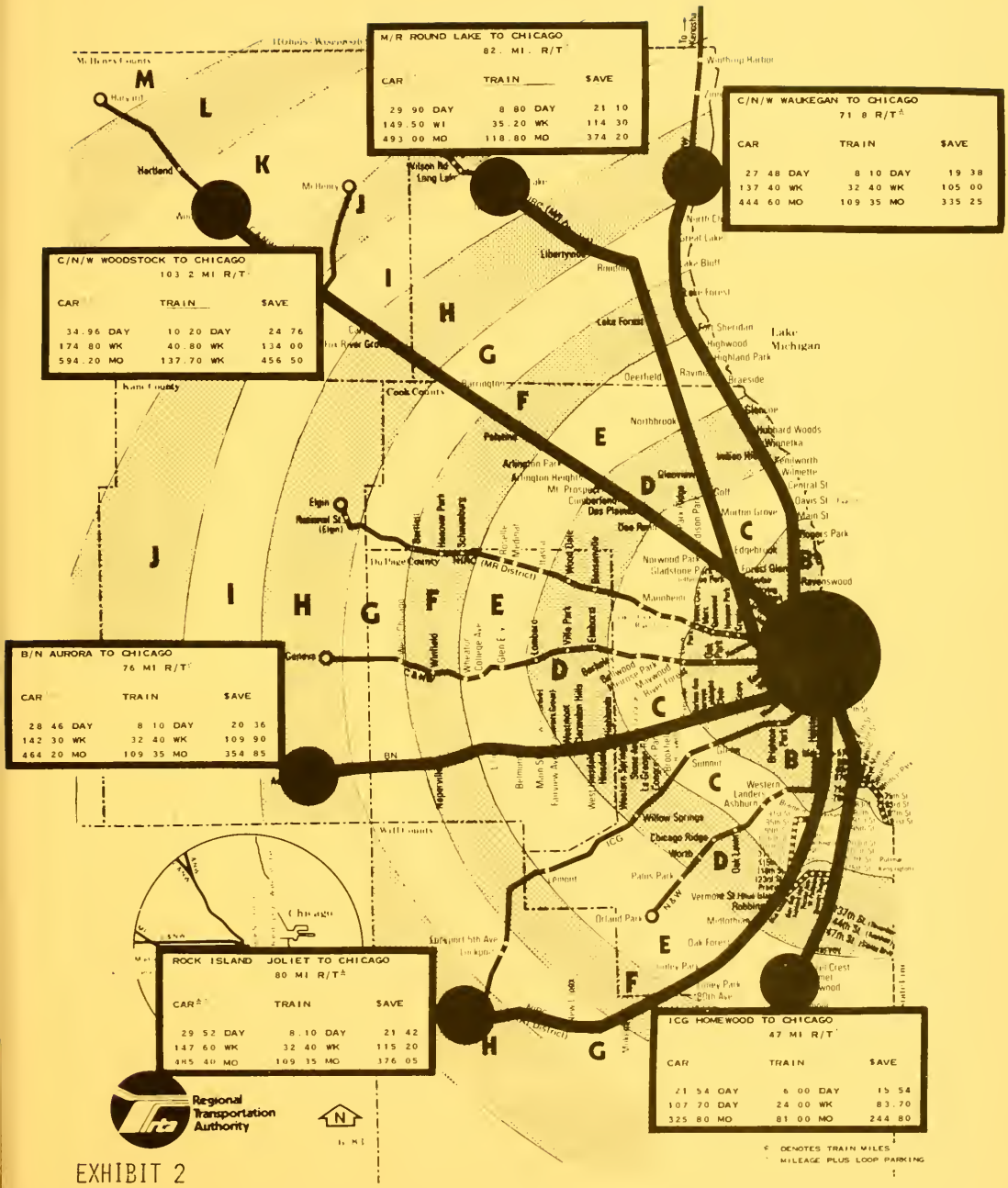

M/R ROUND LAKE TO CHICAGO
82. MI. R/T
CAR TRAIN SAVE
29 90 DAY 8 80 DAY 21 10
149.50 WI 35.20 WK 114 30
493 00 MO 118.80 MO 374 20
C/N/W WAUKEGAN TO CHICAGO
71 8 R/T△
CAR TRAIN SAVE
27 48 DAY 8 10 DAY 19 38
137 40 WK 32 40 WK 105 00
444 60 MO 109 35 MO 335 25
C/N/W WOODSTOCK TO CHICAGO
103 2 MI R/T
CAR TRAIN SAVE
34.96 DAY 10 20 DAY 24 76
174 80 WK 40.80 WK 134 00
594.20 MO 137.70 WK 456 50
B/N AURORA TO CHICAGO
76 MI R/T
CAR TRAIN SAVE
28 46 DAY 8 10 DAY 20 36
142 30 WK 32 40 WK 109 90
464 20 MO 109 35 MO 354 85
ROCK ISLAND JOLIET TO CHICAGO
80 MI R/T△
CAR△ TRAIN SAVE
29 52 DAY 8.10 DAY 21 42
147 60 WK 32 40 WK 115 20
485 40 MO 109 35 MO 376 05
ICG HOMEWOOD TO CHICAGO
47 MI R/T
CAR TRAIN SAVE
21 54 DAY 6 00 DAY 15 54
107 70 DAY 24 00 WK 83.70
325 80 MO 81 00 MO 244 80
△ DENOTES TRAIN MILES
MILEAGE PLUS LOOP PARKING
Lake Michigan
Chicago
Regional Transportation Authority

EXHIBIT 2

EXHIBIT 2

FIGURES BASED ON ONE WAY FARE

CARRIER	ROUTE	MILES	CAR *	TRAIN	SAVE DAILY	SAVE WEEKLY	SAVE MONTHLY
B/N	AURORA TO CHGO	38	19.38	4.05	$15.33	$32.40	$109.35
C/N/W	GENEVA TO CHGO	38.2	19.43	4.05	$15.38	$32.40	$109.35
M /R	ELGIN TO CHGO	36.2	19.05	4.05	$15.00	$32.40	$109.35
M/R	BARTLETT TO CHGO	30.1	17.49	3.35	$14.14	$26.80	$ 90.45
C/N/W	HARVARD TO CHGO	63.1	25.39	5.80	$19.59	$46.40	$156.60
C/N/W	WOODSTOCK TO CHGO	51.6	22.63	5.10	$17.53	$40.80	$137.70
C/N/W	CRYSTAL LAKE TO CHGO	43.3	20.65	4.40	$16.25	$35.20	$118.80
C/N/W	BARRINGTON TO CHGO	32.0	17.95	3.70	$14.25	$29.60	$ 99.90
ROCK IS.	JOLIET TO CHGO	40.2	19.91	4.05	$15.86	$32.40	$109.35
ROCK IS.	OAK FOREST TO CHGO	20.4	15.17	3.00	$12.17	$24.00	$ 81.00
ROCK IS.	BLUE ISLAND TO CHGO	16.4	14.22	2.65	$11.57	$21.20	$ 71.55
M/R	FOX LAKE TO CHGO	49.5	22.13	4.75	$17.38	$38.00	$128.25
M/R	ROUND LAKE TO CHGO	41.0	20.10	4.40	$15.70	$35.20	$118.80
M/R	LAKE FOREST TO CHGO	28.0	17.00	3.35	$13.65	$26.80	$ 90.45
M/R	GLENVIEW TO CHGO	17.4	14.46	2.65	$11.81	$21.20	$ 71.55
I.C.G.	PARK FOREST SO TO CHGO	31.5	17.83	3.70	$14.13	$29.60	$ 99.90
I.C.G.	HOMEWOOD TO CHGO	23.5	15.92	3.00	$12.92	$24.00	$ 81.00
I.C.G.	RIVERDALE TO CHGO	17.3	14.43	2.65	$11.78	$21.20	$ 71.55
I.C.G.	JOLIET TO CHGO	40.2	19.91	4.05	$15.86	$32.40	$109.35
NORFOLK/ WEST	ORLAND PARK TO CHGO	25.0	16.28	3.00	$13.28	$24.00	$ 81.00

*Includes parking City of Chicago

FIGURES BASED ON ONE WAY FARE

CARRIER	ROUTE	MILES	CAR	TRAIN	SAVE DAILY	SAVE WEEKLY	SAVE MONTHLY
C/N/W.	ZION TO CHGO	42.1	20.36	4.40	$15.96	$35.20	$118.80
C/N/W	WAUKEGAN TO CHGO	35.9	18.89	4.05	$14.84	$32.40	$109.35
C/N/W	HIGHLAND PK. TO CHGO	23.2	15.84	3.00	$12.84	$24.00	$ 81.00

CHAPTER XI

EXHIBIT 3 - LIST OF MARKETING SURVEYS

EXHIBIT 4 - AREA RELATIONS -
PROMOTION DESCRIPTIONS

List of RTA Marketing Surveys (Studies) Implemented Without Special Marketing Budget

Research Project	Class	Type
1980		
Circus Train Study to determine Effects of an Area Affairs Promotion	Consumer	Performance Monitoring
1981		
Three-Section National Study Re Maps, Senior Citizen Passes and Advertising Budget	Industry	Situational Analysis
Pocket Bus and Rail Schedule Readability Analysis	Consumer	Exploratory
1982		
Express Route Monthly Ticket Study to Determine Market Interest for a Monthly Bus Ticket for Premium Fare Express Bus Routes	Consumer	Exploratory
Route Analysis for Routes 812, 816, 817 to Determine Possible Alterations for Increasing Ridership	Consumer	Performance Monitoring
Aurora Route Feeder Route 804 Study to Determine Possible Alterations to Increase Ridership Before Possible Discontinuation	Consumer	Exploratory
Maine Townsnip Feeder Route 406 to Determine Possible Alterations to Increased Ridership	Consumer	Exploratory
NorthLake Hotel Bingo Night Study to Determine the Need for Transit Service for Nightly Bingo Players	Consumer	Exploratory
Hanover Park Feeder Routes 630-631 to Determine Possible Alterations to Increase Ridership	Consumer	Exploratory
Federal Signal to Determine Employee Needs for Transportation to Company's New Location	Consumer	Exploratory

Exhibit 3

Research Project	Class	Type
1982 continued		
National map, rail and monthly ticket analysis to determine industry marketing directions in the subject areas.	Industry	Situational Analysis
1983		
Shelby-Crafco study to determine possible need for a route extension	Consumer	Exploratory
Consumer awareness of routes 566-572	Consumer	Descriptive
Park Forest Feeder Route 752 to determine preferred schedule for a route alteration	Consumer	Exploratory
Ports of Call, Route 567, to determine who is riding and why.	Consumer (Ongoing)	Descriptive
West Towns Ridership survey to determine success of a fare demonstration as well as who is riding and when.	Consumer (Ongoing)	Performance Monitoring
Former commuter rail user survey to determine 1980-81 factors causing ridership attrition (Planning and Marketing Departments)	Former Consumer (Ongoing)	Exploratory
Technical assistance to DuPage County Regional Planning Commission in their evaluation of transit promotions and information techniques. To date, user and non-user surveys have been completed for Routes 711, 715, and 77 (DuPage).	Consumer	Performance Monitoring
Performance Analysis and Marketing evaluating Home Free Fare Program to determine who was attracted to the program and how they learned about it.	Consumer	Performance Monitoring
1984		
Non-user survey in cooperation with Darien probing need for extension of Route 715 to that area.	Consumer	Exploratory

Research Project	Class	Type
1984 continued		
An employee census to determine the transit needs and RTA's capacity to service those needs at Fermi Lab.	Consumer	Exploratory
$25 Link-Up Ticket study to determine potential demand, best sales locations and travel patterns of potential users. (Planning and Marketing Departments)	Consumer	Exploratory
Regional Map Survey (contemplated Spring 1984).	Consumer	Exploratory

1983

Paratransit

Bremen Township (4/83)
Palatine Township (4/83)
Crystal Point Mall (4/83)
DuPage County (5/83)
Village of Peotone (5/83)
Aurora Township (5/83)
Village of Gurnee (5/83)
Thornton Township (6/83)
Kane County (6/83)
Will County (6/83)
Park Forest (7/83)
Calumet Township (7/83)
Village of Peotone (7/83)
Frankfort Township (7/83)
Bolingbrook (7/83)
Lyons Township (8/83)
Milton Township (8/83)
Wayne Township (8/83)
Tinley Park (12/83)
Orland Park (12/83)
Worth Township (12/83)
Romeoville (12/83)
River Forest Township (12/83)

Paratransit Promotions

Brief dedication ceremonies which serve to introduce Dial-A-Ride and mobility limited vehicles to the public.

Senior Citizen Promotions

Care Fair - Jefferson Square Mall (4/83)
Lisle Park District (5/83)
Senior Citizens Service Day - DuPage County (5/83)
S.O.S. - Jefferson Mall - Spotlight on Seniors (7/83 & 9/83)
Senior Fair - Joliet Mall (3/83)

Senior Citizen Promotions
(i.e. Care Fair; Lisle Park District; Senior Citizens Service Day; Spotlight on Seniors; Senior Fair)

Area Relations Staff are on hand to answer travel information questions, distribute bus and rail schedules and issue reduced fare passes.

Rail and Locomotive Promotions

Locomotive Dedication - Leonard Eisenberg (1/83)
Locomotive Dedication - Leo J. Cusick (3/83)
West Hinsdale Warming House (3/83)
Hinsdale Warming House (5/83)

EXHIBIT 4

Rail and Locomotive Promotions (continued)

Presentation Plaque & Engine - Mt. Prospect (8/83)
Presentation Plaque & Engine - Des Plaines (8/83)
Lemont I.C.G. Station - Grand Opening (9/83)
Locomotive Presentation - Highland Park (9/83)
Home Free Promotion - 6 Counties (12/83)

Locomotive Presentations

Presentation of Plaques were scheduled to village boards receiving new or rehablitated locomotives.

Warming House dedications of new rail facilities in Hinsdale and West Hinsdale were scheduled with the cooperation of village officials.

Groundbreaking Ceremonies

J.M.T.D. - Bus Maintenance Facility (11/83)
Elgin Bus/Rail Facility (11/83)

Groundbreakings

These ceremonies seek to inform the public of new facilities that are scheduled for their areas. Examples of 1983 ground-breaking ceremonies are the JMTD Bus/Maintenance Facility and the Elgin Bus/Rail Facility.

County Board Presentations, Public Hearings and Community Forums (also Meetings)

Pathway Financial Savings - Community Forum - Chicago Heights (11/83)
Pathway Fianncial Savings - Community Forum - Arlington Heights (12/83)
Public Hearings - Budget (12/83)
County Board Presentations (12/83)
Special Meeting - Chambers of Commerce leaders/Shopping Malls/ Downtown Development Councils (12/83)
Special Meeting - Bus Carriers and Business Groups (12/83)

County Board Presentations, Public Hearings and Community Forums (also Meetings)

Community Forums - are schedule on a continuing basis to better serve the public. Staff members are available to answer questions on public transportation, distribute schedules etc.

County Board Presentations and Public Hearings - are set up and monitored by the Area Relations Department.

General Meetings - Staff continually meets with local officials, village boards, Mass Transit Districts and CATS Councils to answer questions (where possible) or to obtain the correct data needed by these groups so that they may better understand RTA policy. In addition, staff will also discuss service in the area, how it can be improved initiated or changed to fit that areas needs.

Ethnic Fairs and Special Promotions

"Guide-A-Ride" Modular Units - Shopping Centers (4/83)
Ceremony to promote transfer or ownership of Suburban Transit (4/83)
Joliet Summerfest (J.M.T.D.) Bus Routes (included N.I.R.C./RI, ICG - Joliet Line and HEPT Service (7/83)
Lake County Baptist School - Career Day (3/83)
Career Fair for the Handicapped - Speed Center - Chicago Heights (3/83)

Ethnic Fairs and Special Promotions

Area Relations staff continued to act as a liaison between the general public and the RTA by setting up booths at local fairs. Public Transit Information was also distributed on these occasions.

Bus Promotions/Route Changes/Special Routes

New Service - Bus Route #567 (1/83)
Revised Service Bus Route #569 (1/83)
O'Hare Extension - West Towns and NORTRAN Promotion (1/83)
Revised and Expanded Service - Bus Route #834 (1/83)
New Route #567 - "Ports of Call" (1/83)
New Route #569 - (Weekender) (1/83)
Homewood Bus Route #572 (9/83)
Existing Service - Bus Routes #815 & 816 (7/83)
Revised Service - DuPage Bus Route #751 (9/83)
RTA Farebox and Radio Shop - Cicero, Illinois (10/83)
SWAP Program - Bus Route #835 and Norfolk & Western R.R. (10/83)
Revised Service - Schaumburg Feeder Service (10/83)
Ringling Bros. Circus - Horizon Bus Service (10/83)
RTA Bus Roadeo (8/83)

Bus Promotions/Route Changes/Special Routes

In order to stimulate awarness of new, revised or improved service, staff distributed schedules, met with village officials, and planned press coverage (where applicable).

Senior Citizens Promotions

Senior Forum - Naperville Park District (3/82)
Downers Grove Park District Seniors (3/82)
Senior Forum - North Riverside Mall (3/82)
Senior Forum - Thornton Township Senior Luncheon (3/83)
Senior Forum - Brickyard Mall (3/82)
Care Fair - Jefferson Square Mall (3/82)
Senior Forum - South Suburban Council on Aging (6/82)

Rail and Locomotive Promotions

Promotion of Train Service to Ravinia (5/82)
Train Station Dedication - Downers Grove (5/82)
Fox Lake Train Station Dedication (9/82)
Hinsdale Warming House Dedication (8/82)

County Board Presentations, Public Hearings, Community Forums and Special Meetings

Yorktown Shopping Center Community Forum (2/82)
York Township/Wayne Township and Carol Stream Community Forums (2/82)
Public Hearing - Aurora - Poor Ridership on Bus Route #804 (3/82)
Public Hearings - March 25 & 26 - Bus Route Service Cuts (3/82)
Riverdale Community Forum (4/82)
Dolton Library Community Forum (4/82)
Community Forum - Waubonsee College at Mercy Center - Aurora (4/82)
Community Forum - Hinse Hospital (5/82)
Special Meeting - Lake County Reinstatement of Service (6/82)
Community Forum - Triton College Unemployment Clinic (6/82)
Special Meeting - Financial Review & Update for CATS Councils (6/82)
Community Forum - Riverdale Library (6/82)
Community Forum - Crystal Point Mall - McHenry (7/82)
Community Forum - Farmers Market - Joliet (8/82)
Community Forum - Spring Hill Mall (8/82)
Sante Fe - Employee Forum (11/82)
Special Meeting - Hanover Park Chamber of Commerce (11/82)
Public Hearings - Will and McHenry Counties (12/82)
Special RTA Board Meeting - EMD (8/82)

Ethnic Fairs & Special Promotions

Energy and Home Improvement Fair (4/82)
Harlem-Irving Plaza Community Expo (4/82)
Chicago Realtors Home and Garden and Furnishings Show (4/82)
Health Fair - Lisle (5/82)
DuPage Center Health Fair (5/82)
Joliet Summerfest (6/82)
League of Chicago Theaters (6/82)
Frank Lloyd Wright Home and Studio Tour Flyers (6/82)
Operation Able - Harvey, Chicago and Skokie (RTA Staff Manned Booths) (6/82)
Speed Developmental Center - Transportation Classes for the Handicapped (6/82)
Diamond Realtors - Distribution of Schedules for new Homeowners (6/82)
Hawthorne Shopping Center - Distribution of Schedules to all Merchants (6/82)

Promotions - 1982 (Continued):

Ethnic Fairs & Special Promotions

Orientation - Joliet Jr. College (8/82)
Great Lakes - Family Service (12/82)
National Neighborhood Network - Distribution of Schedules to Homeowners (11/82)
Tinley Park Kiwanis Speaking Engagement (12/82)

Rail Stations - Grand Openings

Fox Lake Rail Station (10/82)
Schaumburg Rail Station (11/82)

Bus Promotions - New Service/Route Changes/Revised Service/Existing Service

Bus Route Promotion - Spring Hill Forum (3/82)
Bus Promotion Brookfield Zoo Bus (New Service for Summer Months) (5/82 & 6/82)
New Bus Service - Brickyard Mall - Route #319 (5/82)
Promotion of Existing Service - Bus Route #804 - Montgomery (5/82)
Bus Service to Great America - Waukegan (Service for Summer Months) (5/82)
Diesel Bus Promotion - Wheaton (5/82)
Brickyard Mall Bus Route #319 - Continuation of Promotion
Bus Route Surveys - #804 (to Industries) (8/82)
Kenilworth Station Dedication (9/82)
RTA Bus Roadeo (8/82)

PROMOTIONS - 1981

Senior Citizen Forums

Senior Forum - Senior Services Center - Joliet (1/81)
Senior Forum - Stryker Seniors (2/81)
Senior Forum - Salem Towers (2/81)
Senior Forum - Oneida Building (2/81)
Senior Forum - Burkham Towers (2/81)
Senior Forum - Will County (3/81)
Senior Forum - Will County (5/81)
Senior Forum - Will County (12/81)

County Board Presentations, Public Hearings, Community Forums & Special Meeting

Crete Chamber of Commerce Meeting (2/81)
Board Presentation - Manhattan Village Hall (3/81)
Board Presentation - Romeoville Chamber of Commerce (3/81)
Community Forum - Romeoville Recreation Center (3/81)
Board Presentation - Monee Township Trustees (3/81)
Community Forum - Second Baptist Church (3/81)
Community Forum - Mt. Carmel (3/81)
Presentation - Lockport Chamber of Commerce (3/81)
Community Forum - Sharon United Methodist Church (3/81)
Community Forum - Lockport Congregational Church (3/81)
Community Forum - Shilo Baptist Church (3/81)
Employee Forum - St. Joseph Hospital (3/81)
Presentation - Mokena Chamber of Commerce (5/81)
Presentation - Crest Hills Business Mens Club (5/81)
Presentation - Wilmington Chamber of Commerce (5/81)
Public Hearings - Six County Area (9/81)
Community Forum - Route #319 - Brickyard Mall (9/81)

Ethnic Fairs and Special Promotions

Display Unit - East Joliet Bank (2/81)
Green Pages (Major Promotion that supplied the public with RTA Travel Information) (3/81)
Energy Fair - Arlington Park (4/81)
National Transportation Week (4/81)
Reverse Commute (5/81)
Student Tours - Joliet to New Lenox via Rock Island and New Lenox to Joliet via J.M.T.D. (5/81)
Ralph Sherman Radio Show (5/81)
RTA Bus Roadeo (8/81)

PROMOTIONS - 1980

Paratransit Promotions

McHenry County - Harvard (1/80)
Lake County - Deerfield (1/80)
DuPage County - Bensenville (2/80)
West Suburban - Forest Park (2/80)
North Suburban Cook - Schaumburg (2/80)
West Suburban Cook - Proviso Township (3/80)
St. Charles - Geneva (3/80)
Kane County - Elgin (4/80)
Blommingdale (4/80)
Will County - Joliet (HEPT) (5/80)
West Suburban Cook - Franklin Park (7/80)
South Suburban Cook - Crestwood (8/80)

Senior Citizen Promotions

Ray Meyer - Senior Citizen Reduced Fare Card and Horizan Stadium Bus Service (6/80)
Shakespeare Senior Promotion (7/80)

Rail and Locomotive Promotions

Great Western Bike Trail (Commuters were allowed to board C&NW West Line Trains with bicycles to Great Western Trail in Geneva) (5/80)
C&NW Bi-Level Cars (5/80)
N&W/ICG Joliet Line (5/80)
Train Service to Ravinia (For Summer Months) (7/80)
C&NW Railroad Schedule Changes (9/80)
Norfolk and Western Cenntenial Celebration (9/80)
RTA/Art Institute "A Moving Work of Art - ICG trains specially painted (10/80)
Station Dedication - NIRC/RI - 103rd St. & Vincennes Ave. (10/80)
Station Re-Dedication of NIRC/RI - 103rd St. & Vincennes Ave. (10/80)
New LaSalle Street NIRC/RI Station - Press Conference (12/80)
Warming House Station Dedication - ICG 153rd Street (12/80)
Locomotive Dedication - Bi Level Cars - N&W / ICG - Joliet Line (6/80)

County Fairs

DuPage, Will, Lake and McHenry - Special Shuttle Service provided to fair grounds and RTA information booth staffed (7/80 and 8/80)

County Board Presentations, Public Hearings and Community Forums

Public Hearings on One and 5 Year Program (4/80)
Community Forum - Spring Hill Mall (10/80)
Public Hearings - Fare Increases and Service Cuts (12/80)

Ethnic Fairs and Special Promotions

RTA Medinah Shrine Circus - Special Circus Train Promotion (3/80)
High School Editors (3/80)

Promotions - 1980 (Continued):

Ethnic Fairs and Special Promotions

JMTD Trustees Orientation Day (Trustees were invited to visit downtown office and speak with various department heads and RTA Chairman) (3/80)
Junior Mass Transit Day (4/80)
Energy and Home Improvement Fair (4/80)
River Forest Centennial (4/80)
Brookfield Zoo Excursions (4/80)
National Transportation Week - Sun Times Building Display (5/80)
Geneva Architectural Home Tour (5/80)
Historic Farmsted Tour - McHenry, Illinois (5/80)
Special Commemorative Plaque to Mr. O'Young (5/80)
Geneva Swedish Day (6/80)
Harvard Milk Days (6/80)
Joe Naper Day - DuPage County (6/80)
RTA/JMTD Appreciation Weeks (7/20 through 7/26 1980)
Glenview 4th of July Parade (7/80)
Evanston 4th of July Parade (7/80)
Jazz Festival - Oak Park Mall (7/80)
League of Chicago Theaters (7/80)
Festa Italiana (8/80)
RTA Roadeo (8/80)
New Registering Fare Box (8/80)
Chicago Fest (8/80)
Village Art Fair - Oak Park (9/80)
Shorewood October Fest (9/80)
Pol-Am-Ex (Polish American Expo) (9/80)
Very Special Arts Fair (10/80)
Honley Fest (10/80)
Mall and Special Events Slick and Stuffer (10/80)
DuPage Blue Demons Ad Book (Travel Information Included) (10/80)
Christmas Holiday Theater Productions (11/80)
RTA Orientation Programs for the Public (11/80)
Christmas Promotions (i.e. Santa Buses; Ad slicks etc.) (12/80)

Bus Route Promotions/ Route Changes/Existing Service/Revised & New Service

Re-Promotion of Bus Route #831 (6/80)
Kane County Culture Bus (7/80)
DuPage County Culture Bus (7/80)
RTA Pass Program (8/80)
Bus Route #307 - Promotion to Candlelight & Forum Theater (10/80)
RTA Bus Roadeo (8/80)

1979/1978/1977 - Promotions

These were the first three years of the Area Relations Department's inception. The majority of promotions scheduled pertained to dedications of new bus routes; promotion of existing service; celebrity and RTA Staff appearances; and give-a-ways; A description of these types of promotions is as follows:

New Bus Route Service

Upon the implementation of new service, the RTA would provide a dedication ceremony (i.e., luncheon, bus ride along the route - with box lunch, provide coffee for AM rush hour commuters) for village/city officials and other invited guests.

Celebrity Appearances

The RTA provided special appearances of Chicago Bears' Players Walter Payton, Doug Plank and Roland Harper to speak on public transportation. These appearances were made before handicapped children, public grade school classes and Boys Clubs. (NOTE: "I Get Around" commercials were shown with Walter Payton).

1979/1978/1977 - Promotions (continued)

100,000 Rider Promotions

These promotions were scheduled in North Suburban Cook and DuPage Counties whereby the 100,000 rider to board a designated bus was given an award (i.e., free monthly passes on train). A Photo Opportunity was also planned with winner's picture shown and copy describing RTA service in the area was included in local newspaper.

RTA Staff Appearances

Regional Affairs Officers and their Staff regularly scheduled appearances before municipal, civic and senior groups in order to explain the RTA programs, transportation issues and generally to provide information to the public.

C&NW Manager's Special

A train excursion planned monthly on the Chicago and Northwestern rail line to acquaint various business and transit groups with public transportation.

Days In Town

Shopping excursions were planned with Senior groups and womens clubs to promote the usage of public transportation throughout the six county area. Merchants participated on many of these promotions by providing discounts to persons showing proof of ridership on public transportation.

Incompleted Promotions

- Midday Rider - Six County wide promotions planned to increase ridership during off-peak hours on both rail and bus. Special brouchures showing specific points of interest were scheduled to be printed on a county by county basis.

- RTA/White Sox - This was a joint promotional effort with the Chicago White Sox to promote ridership during the baseball season.

- RTA Vandalism Program - the RTA planned to reduce vandalism in rail stations and on buses and trains by enlisting the assistance of local community law enforcement agencies, schools and Chamber of Commerce.

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